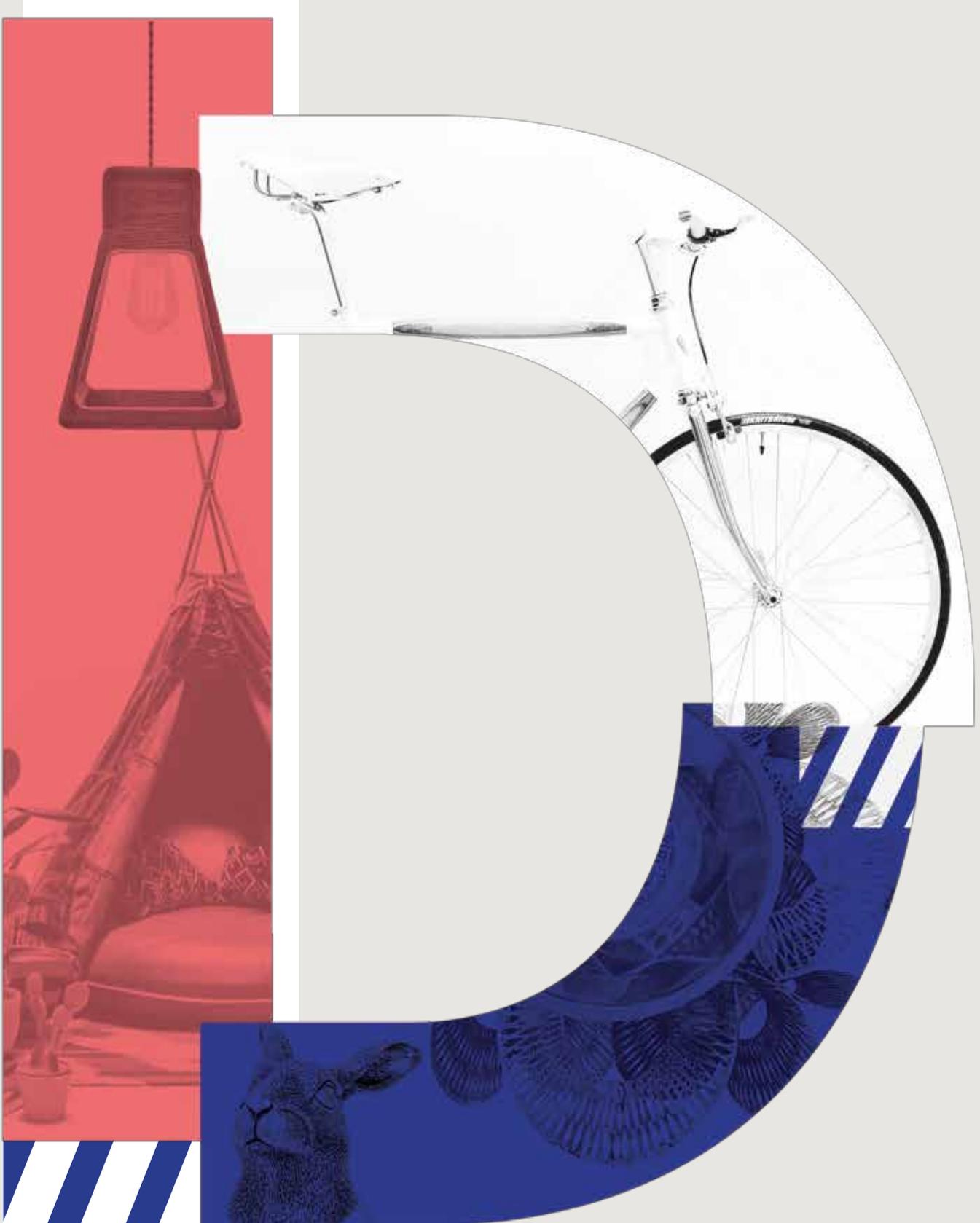


# THAILAND'S DESIGN EXCELLENCE



MAISON  
&OBJET

HALL 7, A 148-B 147



Organized by :



Supported by :



# DE MARK

- FURNITURE
- LIFESTYLE
- INDUSTRIAL
- INNOVATIVE FASHION
- PACKAGING
- GRAPHIC DESIGN

Design Excellence Award (DEmark) was established in 2008 in order to give recognition to outstanding product design. It is in conjunction with the Prime Minister's Export Award (PM Award) which is presented annually by the Prime Minister under the auspices of Thailand Office of Innovation and Value Creation, Department of International Trade Promotion, Ministry of Commerce, Royal Thai Government. The winning product receives the DEmark logo for outstanding design, which can be used to promote well-designed Thai products in the international market. It is hoped that this award will help promote development of domestic products, which will in turn better the quality of life of both domestic and international consumers.

The Department of International Trade Promotion (DITP) receives cooperation from The Japan External Trade Organization (JETRO) and the Japan Institute of Design Promotion (JDP) in determining the judging criteria for DEmark Award of Thailand, inviting experts to be judges in this contest and also help promote the DEmark Award to be widely accepted in the international arena.





# 5ive sis

A SIGNATURE OF ORIENTAL ELEGANCE

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# 5IVE SIS

5IVESIS is a creator of the finest pewter wares and precious metals by using natural elements created luxury design. 5ivesis is derived from 5 sisters who initiate and design refined pewter decoration for interior design space by using the combination of natural elements and the senses of oriental culture to create such luxury experiences. We convey a variety of emotional masterpiece pewter design items through a retail and wholesale team which consists of home decorative items, pewter collections, gifts and souvenirs as well as customized products. Our pewter wares are composed of 97% of Tin and 3% of antimony and copper. In addition to manufacturer, We have design team to help you initiate a concept, create and develop memorable gifts for special person, occasions, events as well as corporate gifts.



# MOBELLA

MOBELLA, creative Thai manufacturer and craftsmanship.  
Fashionable sofa and bed design collections for your ideal concept  
of interior.

**Mobella**<sup>®</sup>

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Anupol Yooyuen

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te

Mobella's  
decorative serie  
ned to fulfill the  
he space.

n is generated  
s experiments  
the executed  
handcraft skill



# PREM PRACHA

Prempracha's Collection has long been recognized as one of Thailand's leading ceramic factories due to its unsurpassed capabilities and its talented and diverse creative team. Prempracha's has amassed a world of ceramic knowledge since its inception nearly 20 years ago and continues to do so to this day. Our staff travels around the world visiting studios, attending tradeshows and seminars, visiting collections and participating in workshops in order to keep up to date on the latest developments in ceramic artistry. Through this knowledge, Prempracha's Collection fuses Eastern and Western styles, philosophies and techniques to create truly unique and diverse stoneware ceramics.



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# FILOBULA

We craft contemporary furniture that embraces international influences and fuses Eastern and Western design philosophies. We aim to create furniture which expresses elegance and, meanwhile, surprising and fun. With over a decade of experience in the industry, Filobula is committed to delivering products with the finest quality. We hope that Filobula is relished and woven into your favourite space.





Filob**u**la

Director  
Sakaruth Sangkaew

Designer  
Krit Phutpim , Suphawat Thongsawang

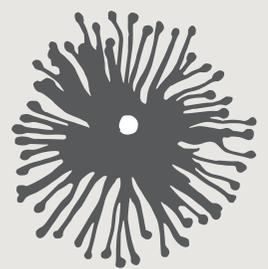
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Saprang means blooming in Thai, the meaning represents the identity of the jewelry-art collection. Organic forms with of floral patterns are fused with various techniques of silver smith crafts. It reflects skills and styles of both design and craftsmanship. Saprang' s collections are inspired by the impressions of things we see in our environmental routines but mostly organics. What matter is how to further stem the ideas into design. For Saprang, the inner lining of nature is a key to all ideas. Forms and lines are reinterpreted with appropriated materials, craftsmanship and individual skill of artisans that expresses the whole combination into wearable jewelry collections.

# SAPRANG





SAPRANG

Director  
Sirikarn Jirajbhaskornkul  
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# DO OBJ



Being inspired by passion in travelling and years of experience in design, Dots objects's team determined to study characters and functionalities of material in order to come up with unique bicycles.

Our design team intentionally explore plywood and its possibilities in applications, due to its strength and warm touch and feel. Although wooden bicycle has been introduced in the market for sometime, Dots object wooden bicycles' parts and accessories are handcrafted and uniquely designed to better fit in with wood. Using wood veneer, more

The core idea material, "bending veneer" was been develop and prove for out door use. Our propose need to be a very limited product, and we plan produce just 500 of them. There are 2 Type available on market, The top specification is come with "Stumey Archer" 2speed kick shift hubs, the standard model is come with single speed hub.

# DOTS OBJECT



Director  
Krit Phutpim

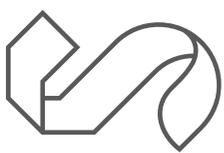
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# SONITE

Sonite materials – including mosaics and bespoke surface coverings – remain unparalleled within today’s design community. Crafted by talented artisans making the most of ground-breaking technological advances, our materials allow for effortless customization through myriad texture, pattern and color combination. Collections by Sonite encompass a tremendous range of visual effects, from the cool shimmer of pearlescent varieties to the warmth of our eco-friendly Bio-Composite line made from recycled coffee grinds and rice husks. Indeed, Sonite materials can harmonize with just about any interior aesthetic. Always at the vanguard of surface-covering design, Sonite creates award-winning and truly innovative materials.



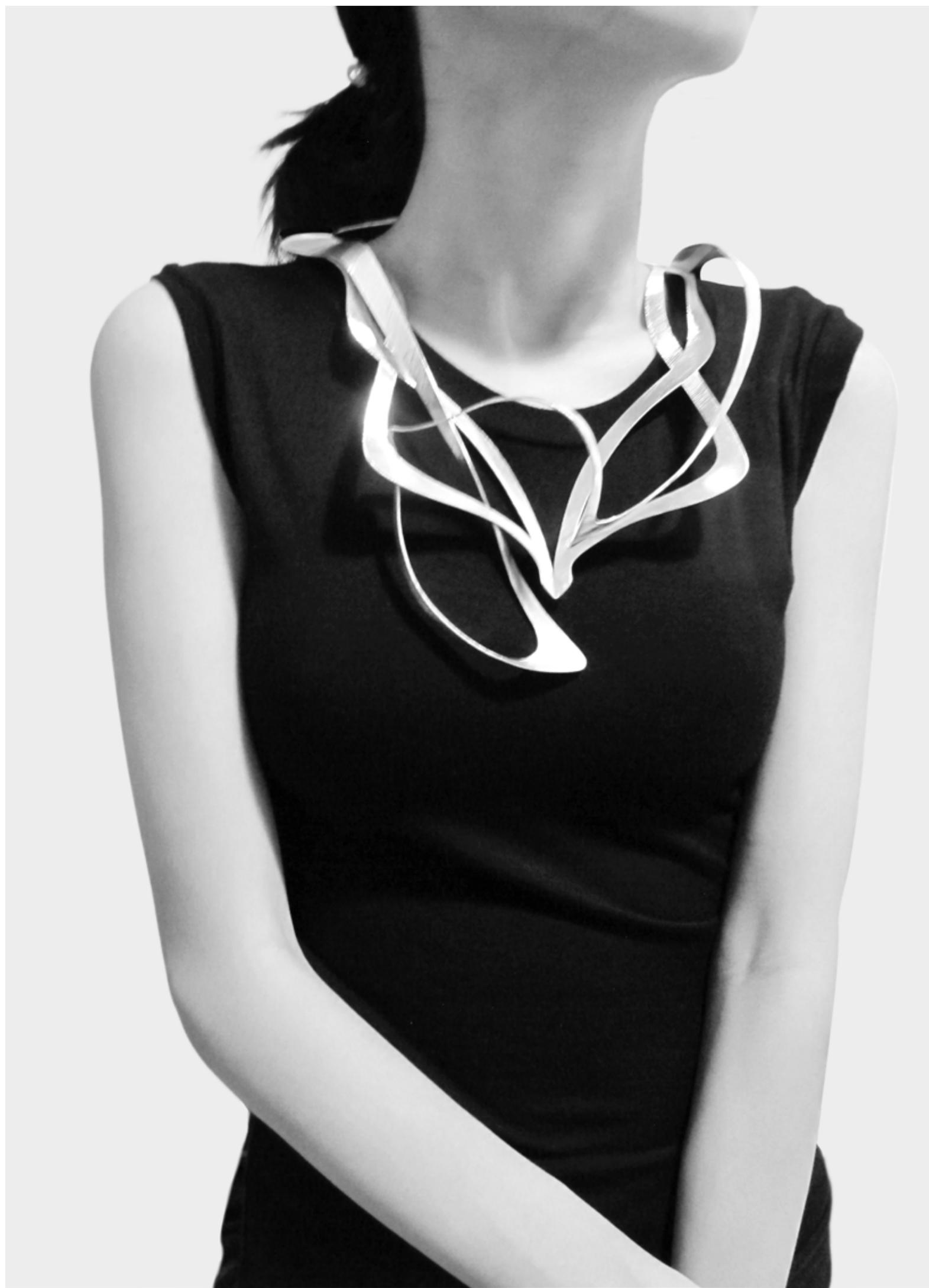
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# FLOW

Flow refers to timeless design with a lively and curved line of jewellery that represent the true essence of the wearer. Inspired from nature and experimental creative craft skills. That is our passion and how we research into each collection.



FLOW

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# PERFORMAX

Performax Co. Ltd. was found in 1995 to manufacture household furniture, using natural raw material of water hyacinth braids to weave into covering upholstery. Water hyacinth is tropical water plant that can multiply itself in just a few weeks. Spreading heavily over waterway, they obstruct transportation, harm marine lives, and etc. Designers however are attracted by their strong fibers and beauty of their braids. Cultivate them from natural habitat is a form of environmental preservation.

**PERFORMAX**<sup>®</sup>  
International collection

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**PERFORMAX**<sup>®</sup>  
international collection





AZTIQUE jewelry is all handcrafted with contemporary art in both design and production.  
This makes all our collections

Look simple but sophisticated in production

# AZTIQUE



Director  
Orawan Soithong

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# BARKETEK

The barketek concept is to provide unique products that brings together people and their pets lifestyles. We offer well designed and functional products and well finishing for you and your love ones at home. Ours well designed and unique that can fit into any living space and become part of your home decor.



**barketek**<sup>®</sup>  
Pet Lifestyle Products

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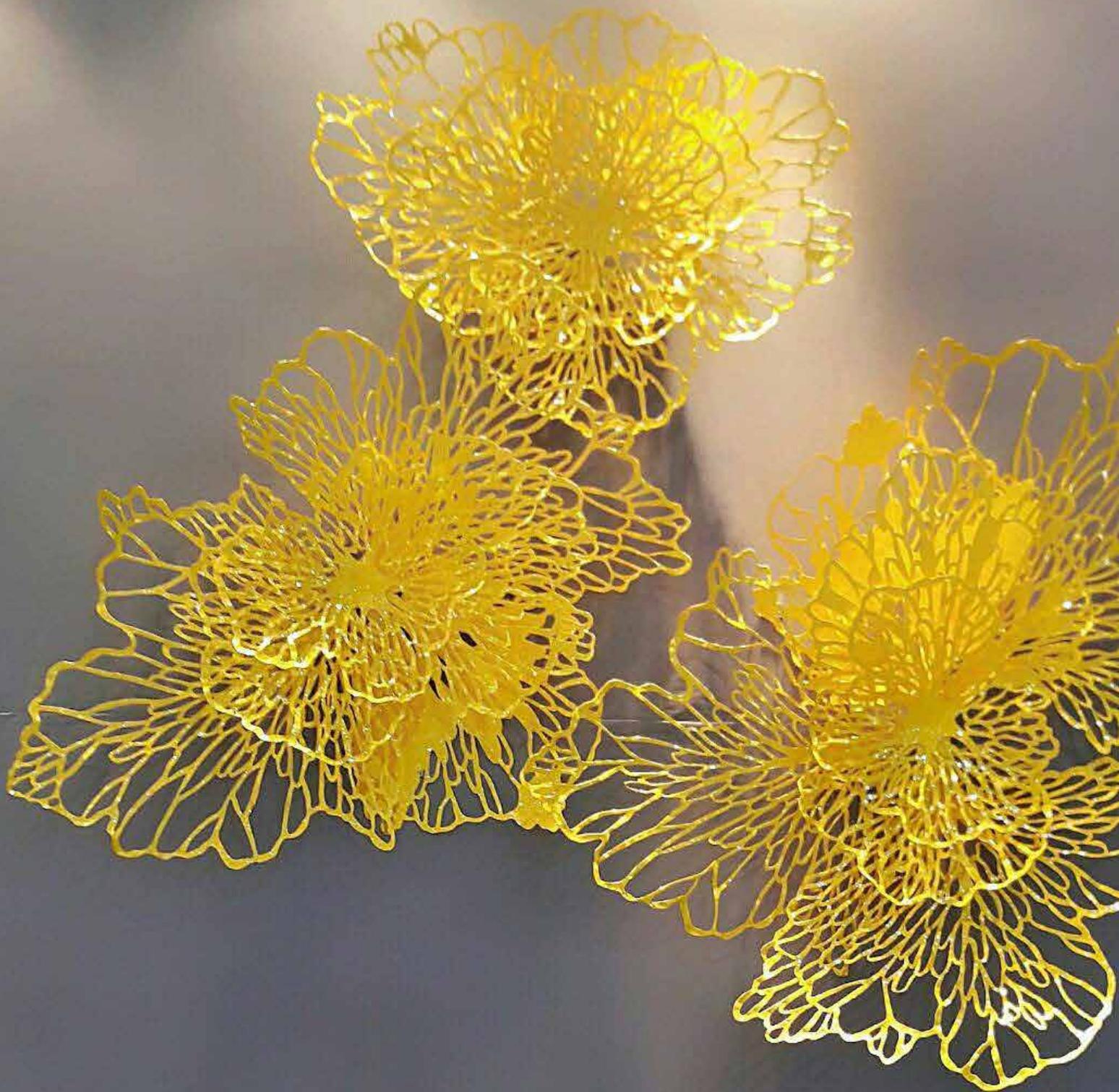
www.deesawat.com



# DEESAWAT

DEESAWAT wood specialist since 1972. DEESAWAT production has been involved with flooring, door, construction millwork and outdoor teakwood furniture. With more than 40 years experience, DEESAWAT has been known as the contract solution for the wood working product for project requirement. With all the facility in house from sawn mill, kiln dried, and production process, DEESAWAT quality has been known for project specifier world wide. DEESAWAT collection is available with wide range of standard product available as well as customization for project requirement.





# ZENFORUM

Director

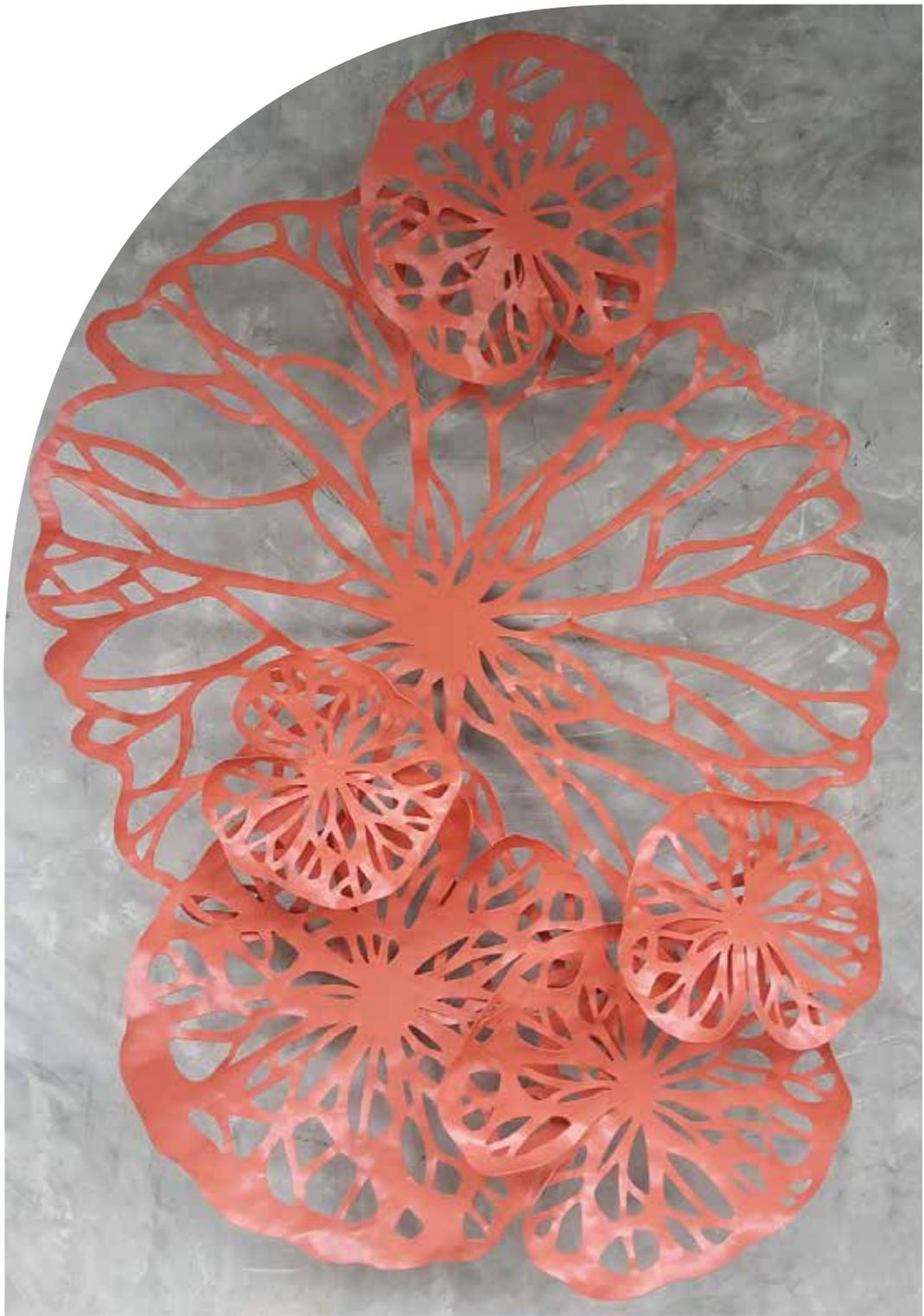
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# A DECADE OF DEMARK

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### A DECADE OF DEMARK

On the occasion of our 10-year Anniversary, Design Excellence Award (DEmark) has promoted 688 outstanding Thai-designed products to be internationally recognized.

To illuminate you with Thai unique identity, we have selected the distinctive awarded-products categorized as 3 groups.

1. Prestigious Heritage is a selection of design that pays homage to the richness of Thai Traditions, Intricate Craftsmanship, Artistic Expressions and cultural creations as well as celebrating long inherited wisdom from the glorious past.
2. Contemporary Twist is a selection of design that modernized elements from the past and make them more relevant to today. Simplicity plays the important role in the design process, nevertheless, Thai witty humor is cleverly embraced in its execution.
3. Sustainable Mind is a selection of design with a fast forward vision. The main design exploration rotates around sustainability and social impact for the future generations. Environmental issues are depicted in the unexpected uses of materials and surfaces as well as the manufacturing process.

Organized by :



Supported by :



#Prestigious Heritage



#Contemporary Twist



#Sustainable Mind





**5IVE SIS  
MOBELLA  
PREMPRACHA  
FILOBULA  
SAPRANG  
DOTS OBJECT  
SONITE  
FLOW  
PERFORMAX  
AZTIQUE  
BARKETEK  
DEESAWAT  
ZENFORUM**

Organized by

**DITP** 

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